S. U. N. Y. C. O. E. at Albany, Radio Station WCEA

PROSPECTUS

I. [illegible] We are a group of students interested in the establishment of a State College radio station. If such a station is established we would become the nucleus of a large staff of students who would operate and maintain said station. Our present staff includes twenty undergraduates (we have four members of the class of 1961; five members of the class of 1962; five members of the class of 1963; and six members of the class of 1964.), none of whom are on academic probation, and Mr. Richard Jongedyk of the Physics Department who is the advisor to our Technical Staff.

We have in our group one former staff announcer on a commercial station, two persons having first class Engineers Licenses, and one former record librarian from a commercial station as well as several licensed ham radio operators.

II. WHAT HAVE WE DONE? Since early 1959 this staff and others, since graduated, compiled comprehensive data on the technical, economic, and legal feasibility of such an operation; we also have taken surveys indicating student interest and support. Our findings have given us reason to believe that this station is not a flight of fancy, but can be a practical reality.

A. TECHNICAL - The station would operate as an AM carrier-current station, that is, the signal would be imposed on the power line of a residence hall enabling any standard AM receiver to pick it up by being placed in the residence hall and by being tuned to our as yet undetermined frequency. This method was tried and proved satisfactory with the construction and operation of a model transmitter. Our technical staff can furnish details and data.

The broadcasting will be originate from one studio and be piped to a number of transmitters from one studio located in strategic points throughout the residence halls. At the outset, the range of reception will be confined to the Quadrangle. In the future, it may be profitable to enlarge the range of reception to include the group houses. The station would cause no interference to other stations in the area.

B. ECONOMIC - This organization would not put an additional drain on Student Association funds. As a carrier-current station, we are permitted by the Federal Communications Commission to carry commercial announcements. These announcements would

be placed at 15-minute intervals and be 30 seconds in length. They would cost the advertiser $2 per 30 seconds. Surveys indicate that we will have more requests for advertising than time to carry them. More surveys are being conducted to determine just how large our list of possible advertisers will be. Presently, we are considering a four-hour (7:00 p.m. to 11:00 p.m.) broadcast day, Monday through Friday and five hours (Noon to 5:00 p.m.) on Saturday. This means eight dollars per hour of commercials and figures to $200 per week, or approximately $6,000 per year assuming we fill all our time.

We would require an initial loan of $1200-$1500, but that would be the only time Student Association would supply us with money. Even assuming high operating costs, the first two years, the loan could be repaid. Any money in excess of our actual operating cost would revert to Student Association to be applied against our loan. Any money in excess of our loan and operating expenses may be dispensed as Senate sees fit.

C. LEGAL - Our program department has set up an elaborate system of logging all broadcast time which employs more checks than do commercial stations.

1. The Program Director and his staff will make up a program log for each day much in advance of air time (1-2 weeks).
2. The logs will be submitted to a programming advisor from the faculty who will initial the log.
3. Each staff announcer will be required to initial the log after his broadcast time; this will certify that the program was presented as made up. Failure to do this will be grounds for dismissal from the staff!
4. The Program Director will initial the log which will indicate that the day's programs went as scheduled.
5. If for any reason a program differs seriously from the log, it must be noted by the announcer and reported to the program director.
6. The logs will be kept on file for reference at any time.

We have secured contracts from Broadcast Music Inc. and the American Society of Composers, Authors, and Publishers which, when executed, will permit us to broadcast music on record without hazard of legal action arising from royalty claims. We have also adopted the following broadcast policy to prevent favoritism, libel, or other undesirable elements to creep into our broadcasting:

1. No commercials on alcoholic beverages or from establishments primarily in the business of dispensing said beverages.
2. No editorials will be aired on any subject relating to the policies or activities of the school. The decision on where to draw the line will rest solely with the program advisor who will be a faculty member.

III. WHAT WILL BE BROADCAST? Obviously, we have no justification in existing if we would only reproduce the type of broadcast heard on the local commercial stations. Our sole purpose in setting up programs will be to give the students programming of a type and quality not available anywhere else on standard AM radio. Attached is a copy of a suggested days programming. We have two inviolable rules which should be mentioned.

1. ROCK 'N ROLL WILL NOT BE AIRED AS STANDARD PROGRAMMING. This is a college; our broadcasts should reflect that fact.
2. EACH ANNOUNCER WILL DO A MAXIMUM OF ONE HOUR PER DAY OR FOUR HOURS PER WEEK--whichever would prove to be more convenient. We do not intend to build stars, but to create an opportunity for as many as possible to participate in this facet of broadcast.

IV. WHAT ADVANTAGES TO THE COLLEGE WOULD ARISE OUT OF SUCH A STATION?

1. RAPID COMMUNICATION - Even though our present plans will limit us to a broadcasting area of the five residence halls, our broadcast will reach about 40% of the student body and could be used to give important information.
2. PARTICIPATION - In our final form we shall have a staff of from 40-70 people to be used in every phase of station operation. Obviously, it will offer an opportunity to those interested to learn more of the technical, broadcasting, and business operation of a station. We will, however, expect a calibre of performance that will ensure a high quality of operation.

V. WHAT NOW? We have only one sounding board for our ideas: the students and faculty of State College. If you are interested or have any questions, you can stimulate discussion and activity with your opinions. If we can gain official approval of this station, a number of things will immediately happen:

1. Auditions for announcers will begin. While we wish to give as many as possible the opportunity to be a part of the station we have set standards which will ensure quality broadcasting.
2. A training program for all staff members will go into operation. This will continue throughout

the year to insure perpetuation of the station and a qualified staff to run it.

3. The technical staff will begin work, with professional assistance, on the transmitter and station technical equipment.
4. The business staff will execute the necessary legal contracts for advertisements and broadcast releases.

This is our story. Thank you for reading it. We hope we have stimulated your interest. Anyone interested in helping to make this idea a reality or in asking any questions should contact:

GENERAL	Henry Robinson, '63 Station Manager IV 9-5482 or Student Mail
PROGRAM	Laurence Gary, '61 Program Director Student Mail
TECHNICAL	Dennis Kegel, '63 Technical Chief UN 9-8233 or Student Mail

Sincerely,

THE STAFF OF WCSA

7:00 Sign On

*7:01 Mon. Do You Think?
Tues.-Thurs. "Professor in Profile" (taped)
Wed. Voice of the Capitol? Student Panel

7:15 Station Identification

7:15 & 7:30 Advertisement

7:16-7:55 "Panorama"

7:55 News and weather

7:59 Station Identification

8:00-9:00 "The Big Band in Review"
Ads at 8:14, 8:30, and 8:44

*9:00 "The World is Next Door" Taped lectures by members of the faculty on topics of current concern.

9:15 Station Identification and Ad

9:30 "Programers' Holiday" Program is split into three segments:
1. Semi-classical and classical
2. Good popular
3. Soft, quiet instrumentals

10:55 News and weather

10:59 Complete station identification and National Anthem

11:00 Sign Off